

August 1, 2019

The Hon. Ajit Pai
The Hon. Michael O’Rielly
The Hon. Brendan Carr
The Hon. Jessica Rosenworcel
The Hon. Geoffrey Starks
Federal Communications Commission
445 12th St., S.W.
Washington, DC 20554

Dear Chairman Pai and Commissioners O’Rielly, Carr, Rosenworcel, and Starks:

This week, the Internet Innovation Alliance (IIA) released a new report, “Concerns About Online Data Privacy Span Generations.” Consumers’ concerns about the privacy of their data online has reached new heights, and we have prepared this white paper to help inform policymakers at all levels about the views of U.S. consumers. To underscore the urgency for Congress to protect Americans by addressing the consumer data privacy issue now with unified, comprehensive legislation, the paper examines privacy abuses, data misuses, and security breaches, and reveals through recent research the indispensable role the internet plays in Americans’ lives. Additionally, the report outlines the history of privacy regulation in the United States.

Earlier this year, IIA commissioned a comprehensive survey reflecting the views of more than 8,000 U.S. consumers including diverse demographic sectors and varying income levels. The research focuses particularly on the views of a large and important demographic – Millennial Americans – while also providing information about the views of other generations, including Baby Boomers and Generation X. Its findings are sobering and clear:

- **Millennial Americans are deeply concerned about the privacy of their online personal data.** More specifically, a strong majority of Millennials – two-thirds (67%) – are worried about their personal financial information being hacked from the online/social media companies they use. Nearly three-quarters of Millennials (74%) are concerned about how online tech and social media companies are using their online data and location information for commercial purposes, and more than two-thirds of Millennials (69%) are “not OK” that online tech and social media companies collect and use their personal data in order to make online searches, advertisements, and content more relevant to them. Even larger percentages of older Americans – Generation Xers and Baby Boomers – have concerns about their online data privacy.
- **These concerns are shared broadly among racial groups and across all geographic regions.** For example, strong majorities of Hispanics (68%) and very strong majorities of Blacks (73%) are “not OK” that online tech/social media companies collect and use their personal data to make online searches, advertisements, and content more relevant.
- **A very strong consensus exists for a single, nationwide online data privacy law.** The survey shows that support for a single, nationwide online data privacy law is held by Millennials, Generation Xers, and Baby Boomers, as well as Americans of all ethnicities (Whites, Blacks, Hispanics, and those reporting Other) and income levels. Likewise, support is strong among Americans living in Rural Areas, Suburbs, and Cities. The majority of Millennials (64%) believe a single, nationwide data privacy law is necessary. Overall, 72% of Americans believe there should be a “single, national policy addressing consumer data privacy rules in the United States.”

Based on these findings, it's clear that the vast majority of Americans favor a single national policy addressing consumer data privacy in the United States.

We stand ready to assist the Commission in its deliberations on the important subject of protecting consumers' online data privacy.

Respectfully,

The Internet Innovation Alliance

cc: Wireline Competition Bureau Chief Kris Monteith